

# SOCIAL MEDIA for PHARMA

How To Develop, Execute, & Monitor Web 2.0 Strategies  
To Engage Your Audiences & Drive Business Results

May 21 - 23, 2012  
Philadelphia

Register by April 4th to Save \$400!

## KEY TAKE AWAYS

Attend this social media for the pharmaceutical industry conference to learn how to incorporate social media into your communications and marketing plans, and leverage the latest interactive Web 2.0 tools and techniques to advance your organizational goals, by:

- **Revolutionizing** your traditional communication and marketing strategies to adapt to the online world
- **Ensuring** your social media projects fit within FDA guidelines
- **Engaging** your organization to use the latest social media tools to maximize effective innovation, and advance your culture
- **Understanding** the regulatory and legal (including international) guidelines for social media campaigns, and how to turn them into advantages
- **Developing** a social media (blogging, podcasting, wiki, social network, etc.) strategy to improve your communication and marketing initiatives and practices
- **Adding** value to traditional communications initiatives by incorporating social media elements
- **Leveraging** the most popular social media platforms, such as Facebook, Twitter, and blogs for a comprehensive marketing plan
- **Managing** the continued regulatory challenges that companies face when expanding their social media footprint
- **Determining** the right social media mix for your organization
- **Leveraging** Web 2.0 technologies to build a brand culture internally and externally
- **Using** Twitter to turn your employees and stakeholders into brand ambassadors
- **Understanding** how these new social media technologies work including legal considerations, IT support, policy and guidelines

All attendees will be invited to expand their network and continue the conversation in the conference wiki --- you'll have the opportunity to collaborate and keep in touch with your colleagues after the event using this social media communication tool.

## SUPPORTING ORGANIZATIONS

brandchannel



Pharma  
Marketing News

PM360  
THE ESSENTIAL RESOURCE FOR PHARMA MARKETERS

## SPEAKING ORGANIZATIONS:

Hear practical, real-world solutions and learn best practices on how to transform your marketing communications to engage your audiences and drive business results from practitioners at these top organizations:

Boehringer Ingelheim  
Pharmaceuticals, Inc.

Johnson & Johnson

Merck

Shire HGT

Medtronic Inc., Diabetes

Center for Medicine  
in the Public Interest

UII – Understanding  
Invisible Illnesses

Intouch Solutions

Communispace

WEGO Health

Mom Central Consulting

HealthyWomen

MS SoftServe

Malecare, Inc.

Center for  
Endometriosis Care

WCG

Twist Mktg

HealthTalker

Presented by:



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To Register, Call (888) 362-7400 or (773) 695-9400 or online at [www.aliconferences.com](http://www.aliconferences.com)

# Social Media for Pharma - May 21 - 23, 2012

## WHO WILL ATTEND:

This conference has been researched with and designed for Pharmaceutical Directors, Managers, Vice Presidents, Specialists, Officers, Leaders and Consultants involved in:

Social Media

Emerging Media

Employee Communications

Communications Research

Corporate & Brand Identity

Corporate Communications

Electronic Communications

Marketing

Employee Engagement

Interactive Media

e-Communications

Information Services

Brand Development

Business Development

Media Relations

Digital Strategy

New Media

Internal Communications

Intranet Communications

Change Management

Publication & Web Content

Public Affairs

Consumer Communications

Quality Improvement

Strategic Planning

Training & Development

Organizational Communications

Global Communications

Digital Media

And all those interested in incorporating social media into their strategy toolkits.

## WHY IS THIS A CAN'T MISS EVENT?

Several pharma organizations are making dramatic strides in developing approaches and systems that work for them. The periodic sharing of these experiences and "best practices" is an important element in this social media evolution. That is why this forum, presented by the Advanced Learning Institute, is such a valuable opportunity to hear perspectives and share experiences of other marketing and communication professionals engaged in the "journey." Join your pharmaceutical colleagues now to learn how to use social media to engage your audiences and drive business results.

## THE COMPETITIVE ADVANTAGE YOU'LL GAIN FROM ATTENDING THIS CRITICAL EVENT

This conference is a must-attend event for all those in the pharma, industry who are committed to using social media to engage their audiences, drive performance and add value. You'll benefit from:

- **21 innovative speakers** at your disposal to share their strategies and experiences in using social media tools that are already proven to work
- **Over 20 hours of intense, interactive learning** - we guarantee you will recoup your money spent by implementing just a few of the strategies shared during the conference
- **Networking lunches** that give you the opportunity to brainstorm and benchmark solutions with your fellow attendees
- **Unique and interactive optional workshop sessions** that will enable you to practice and apply your skills in peer groups -- you will walk away with new strategies and tactics that you can begin to implement in your own organization
- **An abundance of networking opportunities** -- be sure to bring plenty of business cards as you will make many new contacts
- A comprehensive overview of social media innovations from leading pharmaceutical practitioners like **Boehringer Ingelheim Pharmaceuticals, Inc.; Johnson & Johnson; Merck**, and many more
- **Acquiring new knowledge** to help transform your communications and marketing and impact your organization's bottom line
- **Participating in instructional sessions** that will share real-world examples, tactics and lessons learned in leading social media initiatives that will ground you in advancing your own strategy
- **The opportunity to learn** how to use new social media tools to foster your organization's values and mission, in a hands-on environment
- **A complimentary packet of research materials** that will serve as a helpful resource long after you have attended this conference
- **A formal Certificate of Completion**, which documents your training achievement and commitment to continuing professional development
- **Access to the conference wiki** – you'll have the opportunity to collaborate and keep in touch with your colleagues after the event using this social media communication tool

### *Why Our Conferences Are Different ~*

*Through numerous networking opportunities with your colleagues, you'll leave with many new industry contacts, peer advice and help with your job and career!*

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**Dear Communications, Marketing & PR Professionals,**

German philosopher Johann Wolfgang von Goethe said, "When ideas fail, words come in very handy." Take the word "digital." It's a buzz word that's had its day. Zeroes and ones were fine when "digital" meant coding and websites, and "AV" nerds-turned-communications-superstars said, "It's technical, you won't understand." But all that is so 20th century.

Social media by definition is social. Its driving force is interactivity between multiple constituencies – the most important being peer-to-peer. Social media requires you to play, not purchase. Remember – the medium is the message. Just how comfortable and capable are you operating in a world where the only constant is change? A brave new world (and a brave new job) where you must constantly update and refine, rethink and revisit, change and challenge your work? And not monthly or weekly or daily – but in real time, all the time? Social media has precious few rules (a major headache for pharma, but an inherent truth). Yet, the one golden rule of social media is transparency: 100% transparency. You can't airbrush social media.

At this conference, you will hear proven strategies and gain practical experience, firsthand, from leading pharmaceutical organizations, on how to use new social media technologies and tools to improve your communication and marketing initiatives and practices.

Social media is communications at the speed of life. As Canadian philosopher Marshall McLuhan wrote, "*At electric speed, all forms are pushed to the limits of their potential.*" That's a wonderful challenge, to be pushed to the limits of our potential.

Are you ready for it?

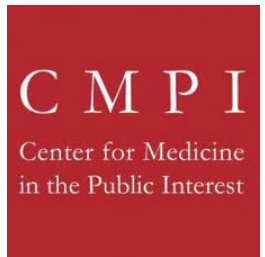
Peter Pitts, President

**CENTER FOR MEDICINE IN THE PUBLIC INTEREST**

Conference Chairperson

**P.S. Make your investment pay off even more by bringing your communications team!**

**Register 3 people and get the 4th for FREE! Click here for details or call (773) 695-9400 for more information.**



## **RAVE REVIEW FROM A PAST SOCIAL MEDIA FOR PHARMA CONFERENCE ATTENDEE:**

*"I came to get some case studies from leading companies that I could take back and relay to others to get social media started at our department statewide. I feel much more prepared to do this and my expectations are grounded in reality instead of theory."*

S. Palmer, Director, Communications and Health Marketing  
**ALABAMA DEPARTMENT OF PUBLIC HEALTH**



# Social Media for Pharma - May 21 - 23, 2012

## Interactive Pre-Conference Workshops ~ May 21, 2012

### Monday, May 21, 2012

Jump-start your conference experience by attending these interactive and practical workshops. These information-packed sessions are a great opportunity to network with fellow attendees while taking a hands-on, common-sense approach to mastering social media that will enhance your understanding of the informative, case study presentations throughout the entire conference.

\*\*\*\*\* Choose ALL FOUR for Maximum Value and Learning \*\*\*\*\*

#### 8:30 a.m. to 11:00 a.m. – PRE-CONFERENCE WORKSHOP A

Registration and continental breakfast will begin at 8:00 a.m. for the morning workshop attendees.

#### Successfully Leveraging New Web 2.0 Tools To Form Relationships, Manage Connections And Communicate With Your Audiences

No other channel in recent marketing history has been a bigger or shinier object than social media. What's all the fuss? Some pharma companies have only tested the waters while others have jumped in full-force. This workshop will review and evaluate industry social media case studies and provide the tools for executing and measuring your own success.

During this interactive and hands-on workshop, you will:

- Learn how to evaluate if your brand is right – and if your company is ready – for social media
- Understand the many perspectives and options within this evolving channel
- Recognize good starting points for social media, plus witness how several pharmas are fully leveraging social media with a community management role
- Walk away with insight on how to strategically plan, execute, and integrate social media into the marketing mix

Whether you're a social media newbie or a pseudo-social media maven, this workshop will get you up to speed and prepare you for what's to come in the pharma social media space.

**WORKSHOP LEADERS: Wendy Blackburn is Executive Vice President and self-described digital marketing evangelist at Intouch Solutions.** Wendy is responsible for client strategy, client service, and business development across the agency, which she joined in 2003.

**Jim Dayton is Senior Director, Emerging Media at Intouch Solutions.** Jim has more than 11 years of experience in interactive and traditional marketing. He joined Intouch Solutions in 2007, bringing expertise in relationship marketing, social media and mobile marketing to the agency.

#### 11:00 a.m. to 12:00 p.m. – Lunch on your own.

#### 12:00 p.m. to 2:30 p.m. – PRE-CONFERENCE WORKSHOP B

Refreshments will be provided during this session.

#### Using Mobile Technologies To Deepen Your Understanding Of Patient, Consumer And Health Care Professionals' Needs

A businessman turns on his mobile video camera in a public restroom to demonstrate how he tests his glucose levels and prepares his insulin injection when travelling for work. A primary care physician keeps and transmits a journal of all of the detail visits she's had and unsolicited marketing mail she's received over the course of a week. A mom shopping for consumer healthcare products snaps pictures of what she's seeing on the drugstore shelf, what's attracting her attention, and what's confusing her. An overweight patient trying to lose weight maintains an exercise log, and every time he makes an entry, is also prompted to complete a brief survey about how he feels. These examples illustrate not just how mobile technology enables consumers to share their lives in ever-more immediate ways, but also what people are willing to share.

Traditionally, in-person ethnography has been an invaluable means of acquiring that level of visibility into the particulars of daily life. But this research approach has been too costly to be scalable, until now. A plethora of mobile survey and ethnography tools is now enabling highly engaged consumers, patients, and health care professionals to capture and share their real-time experiences, feelings and observations through pictures, videos, text notes, audio notes and bar code scans. And in so doing, they're also often engaging in the useful comparison between what they say, what they think they do and what they actually do.

In this session, we'll explore when and how to use mobile-enabled survey and ethnography tools to get an in-the-moment, in-context understanding of the needs, habits, and challenges of patients, consumers, and health care professionals. You'll leave this workshop with a clear understanding of:

- The range of mobile survey and ethnography tools available trade-offs associated with each;
- How to design effective mobile-based research projects
- What to expect in terms of participation rates

Mobile devices are people's constant companions, making them a powerful tool for obtaining timely and intimate insights. And as they become not just the primary, but the sole means for a growing worldwide population to access the Internet and each other, mobile research is becoming an ever more essential capability for companies and brands. For all of the hype about "consumers in control," mobile is the one arena in which they truly are. Researchers and Marketers who embrace rather than fear that dynamic will be grateful they did!

**WORKSHOP LEADER: Julie Wittes Schlack is the Senior Vice President of Innovation for Communispace Corporation,** a provider of market research online communities to Fortune 500 companies worldwide, with a particular concentration in life sciences.

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## Interactive Workshops ~ May 21 & 23, 2012

2:30 p.m. to 2:45 p.m. – Afternoon stretch break.

### 8:30 a.m. to 11:30 a.m. – PRE-CONFERENCE WORKSHOP **C**

Refreshments will be provided during this session.

#### Social Media And Pharma -- Strategies For Securing Medical/Legal Approval

Social media engagement for companies and brands may be all the rage, but it can be a daunting task for those companies who operate in highly-regulated environments, namely finance and pharma. For pharmaceutical companies, conducting any sort of external marketing or outreach requires the review and approval of a few key stakeholders: Medical, Legal, and Regulatory (not to mention communications, IT/IS, etc.). In the past, this often meant an engagement program was either watered down to become too bland or uninteresting or was rejected altogether.

However, there are many pharmaceutical companies who are pushing the envelope with their social media efforts and engagements and not only for their own industry. In this critical workshop, we'll explore a few examples of those successful companies and programs. We'll also review the best practices for starting a social media program for a company and brand, as well as how to navigate the seemingly dangerous regulatory waters to make it happen. We'll explore this in a stepwise fashion from the most basic of social media involvement that's completely "safe" in the eyes of those aforementioned stakeholders.

Specifically, you will gain knowledge on the following key issues:

- Dealing with user-generated content
- Terms of use for your various social media channels
- Monitoring your social media efforts
- Dealing with potential adverse event reports
- Finding the right people to connect with online

**WORKSHOP LEADER: Matthew Snodgrass is Group Director, Social Media for WCG** in New York. Along with extensive experience in digital marketing and social media, he brings with him over sixteen years of digital media experience, such as producing, directing, writing, and editing.

### Wednesday, May 23, 2012

Wrap up your conference experience with a hands-on workshop that will leave you inspired and ready to embark on your own social media journey!

### 2:00 p.m. to 4:30 p.m. – POST-CONFERENCE WORKSHOP **D**

Refreshments will be provided during this session.

#### How To Use Social Media Listening, Monitoring And Measurement To Better Understand Your Brand And Lay The Foundation For Increased Online Engagement

Building a social media strategy and foundation hinges on a brand's success in online listening, monitoring and measuring. It's critical to use each of these to better understand your brand and ultimately develop a well-informed online engagement strategy. Using real-world case studies, this interactive workshop will examine and illustrate tools and strategies for effective listening, measurement and monitoring to help you better understand your brand and put the building blocks in place for increased online engagement.

Specifically during this session, you will:

- Learn the difference between online listening, measurement and monitoring
- Understand how online listening, measurement and monitoring inform brand learning, performance and issues management
- Discuss best practices for identifying key online influencers and engaging with those influencers
- Hear about regulatory concerns and strategies for addressing those challenges
- See real-world examples that demonstrate the benefits of listening, monitoring and measurement
- Get a glimpse of some of the next-generation tools companies are using to monitor issues online and have a constant view of brand performance

There is a tendency in social media to start at engagement and skip the basic elements needed to increase the chances of success. In this workshop, you will walk away understanding the dangers in ignoring the fundamentals and feel more comfortable in moving further along the path to engagement.

**WORKSHOP LEADER: Chris Iafolla is Senior Manager for Twist Mktg.** Chris is charged with helping to shape the firm's innovative social media and digital offerings to meet and stay ahead of client needs.

## General Sessions - Day One - May 22, 2012

8:00 a.m.

### Registration & Continental Breakfast

8:30 a.m.

#### CHAIRPERSON'S ADDRESS

### Chairperson's Welcome, Opening Remarks & Presentation: How To Operate Your Social Media Plans With FDA And Pharma Guidance

The only way to credibly engage with influencers is to have critical information for them to say. What pharma has to say must be to the public's benefit. This train of thought is lacking in healthcare. Pharma does not realize their own network value. Their goal should be to advance the public health, which can be done through active, lively and regular participation. It's not the responsible thing to not participate in social media, because that is where the public is. It's not comfortable for people because it's not a pay world, it's a play world.

Social media's Golden Rule is transparency. If you don't challenge the social media path at all, no one will know where you want to go. The FDA has released some initial draft guidance, but does it really matter? A regulatory holy grail will only lead to disappointment and frustration. Would a rolling guidance for social media be the best way to have guidance? Are expectations from the FDA and pharma the same? Interactivity needs to be turned on at pharma. The networks must be elastic to best operate.

This enlightening and impactful session will explore points that are often overlooked, including:

1. There is a difference between online advertising and social media. Google ads aren't social media. It's paid advertising.
2. There is a difference between social media platforms and social media content. If the content is not compliant in other areas, than the social media platform isn't the problem.
3. The fear of adverse event discovery is dangerous and misguided. We need to embrace the fact that adverse event experiences can be seen.
4. The fear of User-Generated Content is real, but there are many solutions from moderation to corporate responses to educating the users.
5. Who is responsible for what on social media? No single company can be responsible for everywhere something is said on the Internet. If you advertise on a webpage, you are not responsible for the content of that webpage.

Whatever you do, just make sure it advances public health. As long as you can answer "Yes," you are okay.



Peter Pitts, President

#### CENTER FOR MEDICINE IN THE PUBLIC INTEREST

Conference Chairperson

9:30 a.m.

### Break-Out Blitz!

### Network And Discuss Social Media Challenges With Your Fellow Conference Attendees

This session will open the conversation by connecting you with other conference participants and gain greater understanding into many similar issues, concerns, and challenges that your peers are also facing. Become acquainted with your fellow conference attendees in this fun and fast-paced forum!

10:00 a.m.

### Morning Refreshment & Networking Break

# Social Media for Pharma - May 21 - 23, 2012

## General Sessions - Day One - May 22, 2012

10:30 a.m. **CASE STUDY**

### How Private Online Communities Generate Insights And Innovation Without Generating Waves

Private market research online communities (MROCs) provide a safe venue in which companies can engage patients and physicians in research and product innovation via social media, while significantly minimizing their regulatory and compliance risks. In this session you will learn about what Lifescan, a division of Johnson & Johnson, and other pharmaceutical and healthcare companies have learned about recruiting, engaging, and generating business-changing insight and innovation via private online communities, offering practical tips and lessons learned.

Specifically, you will take away lessons on how to:

- Define the optimal stakeholders, mission, and membership of an MROC
- Employ a range of engaging feedback, discovery, and co-creation techniques to drive insight and innovation
- Address concerns regarding adverse event reporting, off-label usage, and patient privacy

Sharon Landa, Director of Diabetes Care Franchise Strategic Marketing for LifeScan, Inc.

**JOHNSON & JOHNSON**

Julie Wittes Schlack

**COMMUNISPACE**

11:20 a.m. **CASE STUDY**

### How To Harness Social Media For Use Inside Your Organization

Social media and mobile have been the topics of much contention within nearly every pharma marketing department. The recent FDA guidance that hints at what the regulatory body is thinking will be little help as these two platforms converge in 2012. Is pharma ready to tackle these emerging technologies, or will the lack of regulatory urgency keep them from engaging their customers in the digital space and force them to slip further behind? How will the speed of innovation effect pharma and what can today's pharma marketers do to keep in front of the curve?

This enlightening session will share with you several first-hand stories of pharma companies and how emerging technologies and customer behavior are changing the face of their digital marketing efforts.

Wendy Blackburn, Executive Vice President  
Jim Dayton, Senior Director, Emerging Media

**INTOUCH SOLUTIONS**

12:10 p.m.

### Lunch On Your Own -- But Not Alone!

Join a group of your colleagues for lunch with an informal discussion based on a social media for pharma topic. Take this opportunity to join others in a small, interactive group setting to network and brainstorm solutions to your most pressing social media for pharma concerns.

1:30 p.m. **CASE STUDY**

### Developing Strategic Partnerships To Educate Consumers And Engage Influencers In Social Media

When a topic is difficult to discuss or has a discreet audience, mass communications and marketing isn't always the best route. Influencers in social media – namely, Moms – have the interest and editorial flexibility to discuss health topics in a relevant and detailed manner. Mom Central Consulting and HealthyWomen.org have developed a strategic partnership to develop sponsored educational health information that is promoted via word of mouth and social media directly to interested consumers. The power of the Mom consumer and her reach has paid off for clients on topics like

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## General Sessions - Day One - May 22, 2012

periods, prematurity, baby meningitis, epilepsy and HPV testing.

Lessons you will learn and can take back with you, include:

- What a strategic health partnership looks like
- Strategies that satisfy a brand's objectives and are FDA-compliant
- Tactics that educate and create engagement
- Demographic targeting to reach the most relevant audience
- Outcomes of recent sponsored campaigns
- New insights and trends

Elizabeth Battaglino Cahill, RN, Executive Director

**HEALTHYWOMEN**

Michelle Sawatka-Fernandez, Senior Vice President

**MOM CENTRAL CONSULTING**

2:30 p.m.



**Afternoon Refreshment & Networking Break**

2:50 p.m.

**PANEL DISCUSSION**

**The State Of Pharma Social Media: A Health Activist Perspective**

Health activists are the new opinion leaders in the digital ecosystem of social media. This session will explore social media programs created and supported by pharmaceutical and healthcare companies, and the reactions of the community.

This panel of health activists will discuss some of the best strategies within the conservative landscape of pharma marketing and how to execute social media programs that can support both active patient communities and brand objectives, including:

- Provide examples of companies that are effectively participating in the social space
- Call out social media programs that flopped with their communities - and why
- Reveal the needs of today's most active online communities, and their leaders

**Moderator:**

Jack Barrette, CEO

**WEGO HEALTH**

**Panelists Include:**

Amy Gurowitz, MS Health Activist

**MS SOFTSERVE**

Joel Nowak, Men's Health and Cancer Activist

**MALECARE, INC.**

Heather Guidone, Women's Health & Infertility Health Activist

**CENTER FOR ENDOMETRIOSIS CARE**

3:40 p.m.

**CASE STUDY**

**How Global Pharmaceutical Can Overcome Social Media Hurdles**

"Hurdles are the curse of genius." Social media presents pharmaceutical companies with hurdles of all kinds, legal



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hurdles; privacy hurdles; cultural hurdles; behavioral hurdles.

In this session, you will learn how Merck overcame these hurdles by:

- Ensuring global alignment to its mission
- Facilitating connections
- Developing a productive and engaged workforce
- Building a “modern day water cooler”

Robert Maguire, Jr., Executive Director, SBS, Enterprise Portal & Support Services

**MERCK**

**4:30 p.m.**

### **More "How To's" To Help You Get The Work Done: An Interactive Discussion With Today's Participants!**

Need to dive deeper into specific topics? Want more details? Here's your chance! Interact and ask questions amongst the group to help you brainstorm and innovate your own social media plans. Digest what you've learned and apply it to your own initiatives to get feedback and ideas for improvement.

**5:00 p.m.**



### **End Of Day One & Networking Reception: Please Join Us!**

We invite you to join us for a drink as you relax with your peers. All conference attendees and speakers are welcome to join us for this special opportunity to continue networking. Don't miss this chance to benchmark new ideas over complimentary drinks!

**6:30 p.m.**



### **Dine Around**

Sign up during the day for dinner with a group. Take advantage of Philadelphia's fine dining while you continue to network with your colleagues.

## General Sessions - Day Two - May 23, 2012

8:00 a.m.

### Continental Breakfast & Networking

8:30 a.m.

### Chairperson's Opening Of Day Two



Peter Pitts, President

**CENTER FOR MEDICINE IN THE PUBLIC INTEREST**

Conference Chairperson

8:40 a.m.

#### CASE STUDY

### Internal Social Media: The Ties That Bind

Enterprise social media facilitates discussion across time zones, functional lines, and up and down an organization. Given the speed with which this environment is changing, how are you ensuring that your employees understand what is expected of them?

Take the following lessons back to your own organization after hearing from Boehringer Ingelheim Pharmaceuticals, Inc., and how they have:

- Created flexible, yet rigorous policies and guidance around expected use and engagement with internal social channels
- Sought to build organizational alignment to reflect the multidisciplinary nature of a truly social enterprise
- Begun to roll out a robust and scalable education platform to foster an innovation and inclusive environment

David C. Thompson, PhD, Social Media Strategist

**BOEHRINGER INGELHEIM PHARMACEUTICALS, INC.**

9:30 a.m.

#### CASE STUDY

### How To Connect With Your Customer-Base Using Multi-Channel Social And Digital Strategies

Medtronic Diabetes, a global leader in medical technology, has joined the online conversation to serve its socially-active diabetes customer base. Through its blog, Twitter posts and YouTube channel, the company interacts directly with people with diabetes, providing useful tips and guidance for how to use its medical devices and manage the disease.

In this session, you will learn how to create:

- A unique personality and point of view
- Strategies for discussing regulated products and providing educational information
- The policies and principles to set in place to react in real-time to patient dialogue

Amanda McNulty Sheldon, Director of Public Relations and Social Communication

**MEDTRONIC INC., DIABETES**

10:20 a.m.



### Morning Refreshment & Networking Break

10:50 a.m.

#### PANEL DISCUSSION

### Digital Patient Bill Of Rights: A Crash Course For Pharma

The ePatient movement is creating a tidal wave of change in how patients seek, use, interpret, create, and share information. In turn, the way they communicate with those involved in their healthcare – including pharmaceutical companies – must change as well. The Digital Patient Bill of Rights is a set of six principles central to the patient

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perspective in this time of transition, which frame the needs, rights, responsibilities, and expectations they have for these interactions.

Presented by three of members of the original health activist coalition who developed the Digital Patient Bill of Rights, this panel provides a rare opportunity. You will learn about this game-changing document, but also have the chance to solicit insight from the patients & caregivers who created it and are on the front lines of its implementation tailored to the needs of your organization.

By understanding the Digital Patient Bill of Rights and applying these principles to your social media strategy, your organization will be poised to quickly and effectively adapt to this changing environment and secure a competitive edge over those who hesitate.

Attend this patient-led session for answers to these questions and more:

- What the ePatient movement?
- What is the **Digital Patient Bill of Rights**, and how was it created?
- Will these guidelines influence the future of pharma?
- How can you apply these principles in developing your own successful social media strategy?



Jennifer Pettit, Founder

**UII – UNDERSTANDING INVISIBLE ILLNESSES**  
& Senior Associate, **KPMG**

Bennet Dunlap, Activist

**UII – UNDERSTANDING INVISIBLE ILLNESSES**  
& Creator & Author, “*Your Diabetes May Vary*” Blog

Robert Breining, Activist

**UII – UNDERSTANDING INVISIBLE ILLNESSES**  
& Founder & Host, **POZIAM RADIO**

**11:40 a.m. CASE STUDY**

### How To Utilize A Consumer Community To Create Value And Gather Insights

Most brands have finally broken through the federal medical loss ratio (MLR) hurdles and have integrated some social media elements into their brand plan, but many of the tactics have been limited to restricted Facebook fan pages and YouTube channels. In this session, you will learn a whole new take on how pharma can effectively and successfully incorporate social into the mix.

Specifically, in this session, you will learn how Shire deepened its relationships with families who rely on them for support by:

- Working through internal resistance but persisted with creative solutions to secure internal approval and support.
- Understanding why community was the right answer for this particular patient population, and how you can make community work for your brand, too
- Using multi-channel marketing, social channels and offline materials to engage the people who matter most

You will leave this case study session with program metrics, unique insights and clear advice for what you can do to make a difference for your brand!

Caroline Dabney, Associate Product Manager

**SHIRE HGT**

Andrew Levitt, Founder & CEO

**HEALTHTALKER** (@HealthTalker)

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## General Sessions - Day Two - May 23, 2012

12:30 p.m.

### Chairperson's Recap:

#### Key Takeaways And What To Do When You Get Back To The Office

We'll recap the highlights of the past two days and ask you to share key insights and next steps with the group.

12:45 p.m.

#### Close Of General Sessions

### Complete your conference experience with Post-Conference Workshop D!

Take the information you gained from the general sessions and focus on your individual needs and applications. You will leave this hands-on workshop inspired and ready to embark on your own social media journey.

2:00 p.m. to 4:30 p.m.

#### Interactive Workshop Session To Be Announced Shortly

For complete details, please see page 5.



# ABOUT OUR CONFERENCE SUPPORTERS



**Brandchannel** is dedicated to providing the world's leading online exchange about branding. Provoking the dialogue on brands, their free resources include original articles, a continuous news blog and weekly debates, industry expert white papers and global listings of jobs, agencies, and conferences for branding professionals. Join a community of practitioners, thought leaders, and brand enthusiasts from over 120 countries and visit <http://www.brandchannel.com/home/> to expand your view.

brandchannel. always branding. always on.



If you get it, share it

**Social Media Club** is a community for people who are personally passionate or professionally inclined towards an interest in blogs, wikis, tagging, podcasts, consumer generated content, online video and the social networks that connect global neighborhoods. The Club hosts conversations that explore key issues facing our society as technologies transform the way we connect, communicate, collaborate and relate to each other. Social Media Club's primary mission is to promote media literacy, promote standard technologies, encourage ethical behavior and share best practices across the community.

The Club's membership includes communications professionals, large corporations, media companies, small businesses, independent consultants, creative artists, citizen journalists, non-profit organizations, technology companies, writers, developers, entrepreneurs and a diverse array of everyday people. We are active in over 60 cities around the world and expanding globally, bringing together people from diverse background for conversations that matter.

For more information, please go to <http://www.socialmediacub.org/>



**Pharma Marketing Network's** mission is to help pharmaceutical marketers advance their careers through networking, sharing resources, and continuing professional education.

For more information, please go to: <http://www.pharma-mkting.com/>.



**PM360** is the premier, must-read monthly magazine for marketing decision makers in the pharmaceutical, biotech, and medical device industries. PM360 is the only journal that delivers practical how-to marketing information necessary for product managers/pharma marketing professionals to succeed in the complex and regulated healthcare environment.

For more information, please go to: <http://www.pm360online.com/>.

## RAVE REVIEW FROM A PAST SOCIAL MEDIA FOR PHARMA CONFERENCE ATTENDEE:

*"Timely and topical – all the presentations provided complimentary perspectives on social media."*

M. Hudson, Senior Communications Executive  
PUBLIC HEALTH AGENCY OF CANADA

# Social Media for Pharma - May 21 - 23, 2012

## ALL CONFERENCE SESSIONS WILL BE HELD AT THE:

### Penn's View Hotel

14 N. Front Street  
Philadelphia, PA 19106  
T: (215) 922-7600 or (800) 331-7634  
<http://www.pennsviewhotel.com/>

For the conference, sleeping rooms have been set aside at a reduced rate of \$150/night. Please be sure to call the hotel no later than May 2, 2012 to help ensure this rate and mention that you are attending the "Social Media for Pharma" conference.

We recommend that reservations be made early, as the number of rooms at our reduced rate is limited!

Penn's View Hotel is an intimate and boutique hotel located in the heart of Old City Philadelphia. A stay at the Penn's View Hotel allows you to walk to the Liberty Bell, Independence Hall, the Betsy Ross House, and countless other historic sites. Stroll to live theater through an endless collection of fine art galleries. Shop in cozy boutiques and be dazzled by the city's most vibrant nightlife.

The hotel is located one block east from the Second Street stop on the on Blue line (Market-Frankford line). Airport access is only 10 miles away at the Philadelphia International Airport (PHL).

**Complimentary wifi will be provided in meeting & sleeping rooms.**



Credit: Photo by T. O'Keefe for GPTMC

Join us in Philadelphia for A.L.I.'s 5th "Social Media for Pharma: How To Develop, Execute, Evaluate, And Monitor Web 2.0 Strategies To Engage Your Audiences And Drive Business Results" and enjoy this wonderful city's restaurants, shopping, attractions and nightlife.

For more information on your visit to Philadelphia, go to <http://www.visitphilly.com/>.

## REGISTRATION FEES:

The following are included in your conference registration: attendance, a detailed conference workbook and any additional meeting materials -- including access to the conference wiki, continental breakfasts, morning & afternoon refreshments, and evening networking reception.

<b>Group Discount: Register 3 colleagues and the 4th is FREE!</b>	<b>Earlybird Pricing:</b> Register with payment by <b>April 4th</b>	<b>Regular Pricing:</b> Register with payment after <b>April 4th</b>
Conference Only (May 22 & 23)	\$1,699	\$2,099
Conference (May 22 & 23) <b>Plus One Workshop</b> (May 21 or 23)	\$2,099	\$2,499
Conference (May 22 & 23) <b>Plus Two Workshops</b> (May 21 &/or 23)	\$2,399	\$2,799
Conference (May 22 & 23) <b>Plus Three Workshops</b> (May 21 &/or 23)	\$2,599	\$2,999
Conference (May 22 & 23) <b>Plus All Four Workshops</b> (May 21 & 23) – <b>ALL ACCESS PASS</b>	<b>\$2,699 BEST VALUE!</b>	\$3,099
Conference Workbook Only (if not attending)	\$199 + \$20 S&H	
*IL residents will be charged 9.75% sales tax on workbook orders.		

*Payment is due two weeks prior to the conference. If payment has not been received two weeks before the conference, a credit-card hold, training form or purchase order will be taken to ensure your space.*

VENUE & REGISTRATION FEES

# Social Media for Pharma - May 21 - 23, 2012

## SPONSORSHIP & EXHIBIT OPPORTUNITIES ARE AVAILABLE:

This conference provides an excellent opportunity to market your products and services to a targeted communications and marketing audience in the pharma industry. Space is limited, so please call Angie at (773) 695-9400 x20, for more information.

## GROUP DISCOUNTS: REGISTER 3 & THE 4TH IS FREE!

Four or more attendees, registering together, enjoy a savings of at least \$1,699! Register three attendees and the fourth registrant is FREE! That's a 25% savings off each registration. Note to small departments – register together with your colleagues from another organization and receive the same group discount. The free registrant must be of equal or lesser value.

## A.L.I. FREQUENT ATTENDEE DISCOUNT:

Earn conference attendance bonuses as you benchmark with other organizations. For every A.L.I. conference attended, receive a \$200 discount off your next A.L.I. conference. Also, you will receive special bonuses and perks reserved only for A.L.I. frequent attendees.

## PROGRAM CHANGES:

A.L.I. reserves the right to make changes in programs and speakers, or to cancel programs if enrollment criteria are not met or when conditions beyond its control prevail. Every effort will be made to contact each enrollee if a program is canceled. If a program is not held for any reason, A.L.I.'s liability is limited to the refund of the program fee only.

## CANCELLATION POLICY:

You may make substitutions at any time; please notify us as soon as possible. If you cancel (in writing) more than two weeks prior to the conference (before May 7) a refund will be provided less a \$295 administration fee. Registered delegates who do not attend or who cancel two weeks prior to the conference or less (on or after May 7) will be issued a credit memo. Credit memos will be valid for one year from date of issuance and can be used by anyone in your organization.

### RAVE REVIEWS FROM A PAST SOCIAL MEDIA FOR PHARMA CONFERENCE ATTENDEE:

*"Overall, there were very interesting presentations!"*

S. Lecour, Policy & Program Advisor  
**HEALTH CANADA**

*"Outstanding! One of the most amazing conferences I have attended in a while."*

A. Kaszowski, Web Producer  
**ST. JOSEPH'S HEALTH CARE LONDON**

*"Substantive, yet very personal. I've been to many enormous 1000+ conferences and MUCH prefer this. Great job! Very high level presentation in an intimate, interactive setting."*

L. Butler, Senior Director  
**INTERMOUNTAIN HEALTHCARE**

*"I liked the organized networking sessions--good to meet and talk with people who "speak the same language." Good, solid content, well organized conference, seamless."*

J. Debar, Director of Marketing  
**GENTIVA**

# Social Media for Pharma - May 21 - 23, 2012

## ABOUT THE ADVANCED LEARNING INSTITUTE:

The Advanced Learning Institute's mission is to help executives build strong personal relationships, expand their business knowledge of cutting-edge trends, and find proven solutions to a wide range of strategic management problems.

Our forums bring together industry leaders and experts to share valuable, real-world experiences, and best practices on how to meet tomorrow's management challenges.

The Advanced Learning Institute's focus is on delivering high-quality programs, which consistently meet the needs of our customers. Our conferences serve a broad range of specialized industries and functions, including:

**Pharmaceuticals · Communications · Social Media · Brand Management · Human Resources**  
**Healthcare · Strategic Planning · Technology · Marketing**  
**Performance Measurement · Government · Biometrics**

## WE GUARANTEE RESULTS:

The Advanced Learning Institute has been successfully providing senior executives with forums to share practical experiences and solutions to a variety of organizational challenges. We are so confident you'll benefit from the innovative strategies shared during this conference that we'll guarantee it! If you follow the advice of our speakers, and you don't improve efficiency valued at the cost of your registration fee, then we'll send you a full credit to be used for a future event.

A Few Of Our Past Attendees Include Representatives From These Leading Organizations:

- Pfizer Inc.
- Johnson & Johnson
- BMS
- Telerx
- Eli Lilly and Company
- Boehringer Ingelheim
- GCP Works
- Progenics Pharmaceuticals
- Millennium Pharmaceuticals
- Teva Pharmaceuticals
- Bayer Healthcare Pharmaceuticals
- Univ. of Maryland Medical System
- Hospira
- Grünenthal Pharma
- Mannkind Corporation
- Nat'l Org. for Rare Disorders
- Eli Lilly Canada
- Kaiser Permanente
- National Cancer Institute
- DRAXIMAGE
- Bayer Healthcare
- Advanced BioHealing
- Montreal Children's Hospital
- AcuFocus
- Janssen-Ortho
- MedImmune
- Merial
- Sanofi-Aventis Pharmaceuticals
- Novo Nordisk Inc.
- Humana, Inc.
- MDS Nordion
- Regeneron Pharmaceuticals
- Abbott Labs
- Genzyme
- IC Axon
- Merck & Company, Inc.
- Amgen
- Ohio State Univ. Med. Center
- Takeda Pharmaceuticals
- Cephalon, Inc.
- St. Joseph's Health Care London
- Widex
- Baylor College of Medicine
- AstraZeneca, LP
- Eisai Inc.
- Galderma Laboratories
- Lundbeck Inc.
- Novartis Pharmaceuticals
- Acorda Therapeutics
- Abbott Nutrition

*Thousands of satisfied alumni can't be wrong - register today for the opportunity to learn from our platform of proven experts!*

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# Registration Form

*Please photocopy for group members.*

Yes, I'd like to register for the May 2012 Social Media for Pharma conference in Philadelphia.

**Please check:**

E-mail Priority Code: \_\_\_\_\_ Amount Due: \_\_\_\_\_

- Conference Only
- Conference Plus Workshop(s):
  - Pre-Conference Workshop A:** Successfully Leveraging New Web 2.0 Tools To Form Relationships, Manage Connections And Communicate With Your Audiences
  - Pre-Conference Workshop B:** Using Mobile Technologies To Deepen Your Understanding Of Patient, Consumer And Health Care Professionals' Needs
  - Pre-Conference Workshop C:** Social Media And Pharma – Strategies For Securing Medical/Legal Approval
  - Post-Conference Workshop D:** How To Use Social Media Listening, Monitoring And Measurement To Better Understand Your Brand And Lay The Foundation For Increased Online Engagement
- I would like to order a conference workbook only
- Please add me to your mailing list to receive future conference notifications

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Registrant's E-mail: \_\_\_\_\_

Credit Card Holder's Phone: \_\_\_\_\_

Credit Card Holder's Email: \_\_\_\_\_

Payment by:  Visa  MasterCard  Amex  Diner's Club  Discover  
 Check/Training Form (payable to Advanced Learning Institute, Inc.)

Card #: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Extra 3-4 digits on front/back of card: \_\_\_\_\_

Credit Card Billing Address: \_\_\_\_\_

Signature/Name on credit card: \_\_\_\_\_

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**Mail to: Advanced Learning Institute, 8600 W. Bryn Mawr Ave., Suite 920-N, Chicago, IL 60631**